

# GET YOUR BUSINESS DIGITAL READY

## DigiGrow: Digital Capacity Building for Business

### Connecting North West Queensland

The DigiGrow: Digital Capacity Building for Business program aims to help businesses in Queensland's remote north-west to develop digital capacity through a combination of workshops and 1:1 mentoring.

#### The workshops will cover five key topics:

1. Intro to digitising your business
2. Using small business software
3. Online security and data privacy
4. Websites and selling online
5. Social media and digital marketing

#### Your next local workshops:

**DigiGrow Information Session,  
Introduction to digitising your business &  
Tourism Trends**

**Location: Georgetown Hall - Supper Room**

**Date & Time: 27 May 2024, 5:30pm-8:00pm**



SCAN ME



Proudly delivered by:



**DIGITAL SOLUTIONS**

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

With thanks to:



Queensland Government

The DigiGrow: Digital Capacity  
Building for Business program is  
an initiative of the Queensland  
Government.

# BRING THE WORLD TO YOUR BUSINESS

Remote area businesses are no longer isolated from the rest of the world. Embracing digital tools is not just an option; it's the key to staying competitive and unlocking new markets.

## Your first step: The introductory session

Attending the first session is pivotal. It's where you'll grasp the full potential of what DigiGrow can offer. You'll learn about the latest digital trends that are relevant to your business and how to apply them effectively to achieve your goals.

## Roadshow program

DigiGrow isn't just a one-off event; it's a series of roadshows, complemented by online workshops to ensure continuous learning and growth. This program runs until June 2025, providing a path to digital mastery.

## Does your business provide accommodation?

For accommodation providers, DigiGrow addresses a critical 'why' - the potential business you're missing out on. In the digital age, visibility and online presence are key. DigiGrow will show you how to capture the attention of a broader audience and convert them into visitors and guests.



**Find a DigiGrow event near you...**

Visit [businesshq.org.au/digigrow](https://businesshq.org.au/digigrow)